

Improving engagement & student recruitment

Shifting perceptions and enhancing pride
through Upgrade Your Future

UPGRADE
YOUR
FUTURE



bcu.ac.uk

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Background



BCU in 2010/11

- Clear strengths – innovative learning and teaching, outstanding student support underpinned by student engagement, excelling in professional practice, partnerships with industry, a ‘rising star’ for research
- Higher fees and a likely downturn in applications were on the horizon...



student*academic***partners**



Winner of 2010 Times Higher Education Award
for ‘**Outstanding Support for Students**’

Developing the campaign



Secured buy-in and success through engagement



- All aspects of the campaign were tested – from messaging and artwork to the strapline
- Kept staff informed of progress and campaign launch

Developing the campaign



A confident and clear identity

- Understood and capitalised on our strengths – from the market's perspective
- Developed key messages at University, Faculty, School & course level – repetition & consistency



Campaign – messaging



Key messages within Upgrade Your Future

- You don't have to go far – proximity of location for Midlands region only
- Excellent facilities & investing £180m
- Research with impact and practical solutions for business



Campaign – messaging



Key messages within Upgrade Your Future

- Outstanding student support and engagement
- Academic expertise – ‘in touch’ with industry & professions
- Employability – in top 30 for graduate level work, links with global brands Apple, CISCO, Cartier



Campaign – platforms



Regional and national routes to market

- TV/Outdoor advertising – positioning and profile
- Press/radio – call to action to Open Days/Clearing
- Online – positioning, profile and call to action



London
Underground
campaign
during 2012
Olympics

What happened next?

Supports brand themes of: research with impact, leading professional practice, employability

Living the brand



Media champions

- Developed media champion JD and in-house training
- From news and events to expert comment, blogs and videos

VIEWS@BCU
A PLACE FOR COMMENT BY OUR ACADEMICS

Can we have a 'proper' consultation for A-level reforms?

JANUARY 24, 2013 BY [CHRIS DAVIES](#) [LEAVE A COMMENT](#)

By Professor Fiona Church, Executive Dean of the [Faculty of Education, Law and Social Sciences](#)

The changes to the structure of A and AS level exams by the Secretary of State for Education, whilst not surprising to education professionals, were not welcomed. The notion that two years of study in a more limited range of subjects, followed by revision for an end of course examination leads to 'deep study' has been severely criticised by the teaching profession and a wide variety of groups including the CBI, teachers unions and think tanks such as Million +, all of whom feel there was no need for the change, calling it rushed and incoherent.

'How To' videos

Developing and improving the employability of our students and graduates is extremely important to us. While studying with us you will have the opportunity to access specialist one-to-one advice, careers management sessions and employment activities.

We have also produced a series of "How to..." videos that cover key aspects of kickstarting your career.

- **Episode 1: Who are you, why does it matter**
Watch how students can create their own 'brand'
- **Episode 2: Job searching skills**
Discover the methods that can help secure a job
- **Episode 3: Job application skills**
Hints and tips on what your CV should include
- **Episode 4: How to ace an interview**
Dos and don'ts and how to make yourself stand out
- **Episode 5: Psychometrics Assessment Centres**
Why employers use tests to assess candidates
- **Episode 6: Starting your graduate job**
Learn how to calm first-day nerves

Watch them all, or choose the episode you want from the video playlist:

Kickstart your career : Job Searching Skills

Supports brand themes of:
outstanding support,
partnership &
student experience

Living the brand



Student champions


- Since 2011, VC Welcome talks and senior staff presentations across all campuses featuring key messages of campaign
- 2013 – student ambassador partnered VC to share her own experiences & recruiting **30** ‘super’ ambassadors to deliver subject talks to schools/colleges

Personal Opportunities



- Made presentations at Raise Conference in Sheffield
- Written a chapter for a book
- Been to the Vice-Chancellors conference
- Been a Course Rep for 3 years
- Met with M.P's like Vince Cable and Simon Hughes
- Been a Faculty Representative for 2 years
- Got interviewed for the UCAS website
- Been voted for Extra Mile awards
- Went to the Million Plus Conference at the Houses of Parliament
- Got a job as an Academic Mentor
- Ambassador for the University for Open days and School Visits
- Got a job as a mentor and won Mentor of the Year for the West Midlands

Emily Cooper - A bit about Me ...



G.C.S.E's →

- 11 GCSE's
- A* - C
- Needed 5 A* - C to get into 6th Form

← **A-Levels**

4 As-Levels

- B - Psychology
- B - Textiles
- B - Theology
- C - History

3 A-Levels

- B - Psychology
- B - Textiles
- C - Theology

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Living the brand



Alumni champions

- Inaugural **Alumni of the Year** Awards presented in 2011
- Partnered Careers Service to run the **Alumni Career Event (ACE)** series – **7** sessions in 11/12
- **Ask@BCU** mentoring scheme – alumni to students, expanded in 2013 alumni to alumni – almost **200** mentors



Supports brand themes of:
outstanding support,
partnership &
student experience

Engagement



Tell us 'your' story

- Made campaign relevant to staff & students through Tell Us Awards launched in 2011
- Outstanding student support & excellent teaching and learning
- New categories for 12/13 - recognise support staff & highlight PG students



Shona McQuillan

Shona has helped the University to develop a new system which has improved the way the University communicates with prospective students. Shona also provides support for her ability to go the 'extra mile' in helping her son.



Jordan Pearman

Jordan uses the academic skills gained from his postgraduate Art degree to help contribute to his community, working with local schools. He has also been commended for his cross-disciplinary work.



Supports brand themes of:
outstanding support,
partnership &
student experience

Engagement



Student Communications

- Improved welcome website and developed 'Starting Out' videos
- To reduce the 'noise' launched online newsletter September 2012 – will be managed by students this year



Noticeboard
Face-to-face
Student Representative
Printed magazine/newspaper
Department intranet sites
Students' Union website
Virtual Learning Environment
Posters/Leaflets
Twitter
University Website
Computer screens
Live web chat
Suggestion boxes
Digital Display Screens
University intranet
Email
E-newsletter
Presentations
Blogs
Lecture shout
Facebook
Text Messaging
Telephone

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Engagement

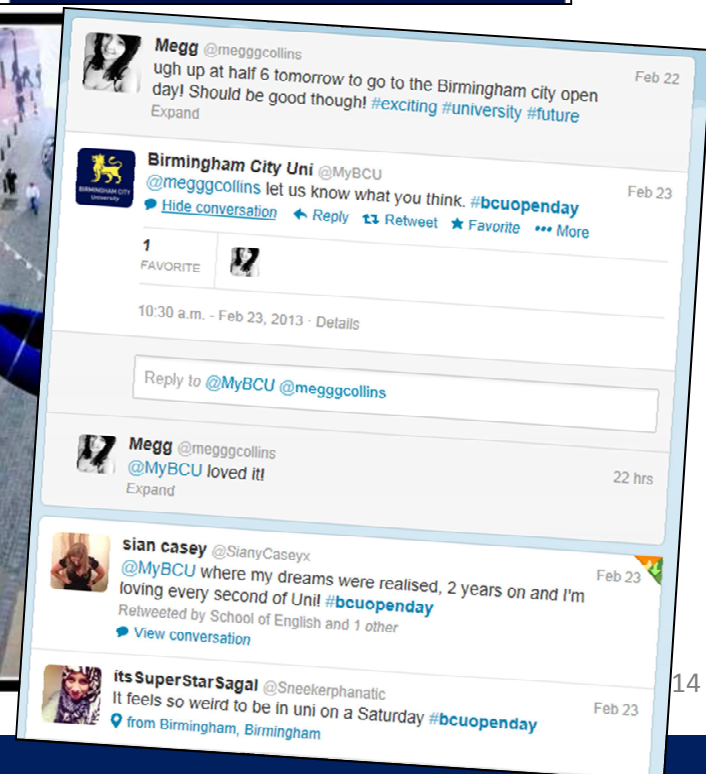


Social media

- Driving two-way conversations
- Use social media to listen, engage and push messages/rich content



Stacey Watkins: After BCU I will... Reach for the stars!



Has it worked?



The results so far...

- Post-confirmation entered Clearing 2012 with a **1,200** shortfall – as of December 2012, just **100** short
- UCAS applications peaked in 2011 at **28,559** vs **18,854** back in 2008; down **-10%** in 2012, up **12%** for 2013 entry
- October Open Days had **4,446** prospective student visitors – up **14%** on 2011. Additional Open Day in February 2013 – **c1,000** prospective students



Has it worked?



The results so far...

- Facebook likes from **3,000** in 2011 to **11,100** – we made **1,085** posts in 2011/12, of which **73%** were ‘liked’, **19%** commented on and **18%** shared
- @MyBCU Twitter followers have grown from **1,900** in 2011 to **8,529**
- Video series – Clearing, Kickstart your Career, Finance Guide, Starting Out – have had **14,000** views
- PR has generated **£6m AVE** since August 2012

*Thank you for
listening
Any questions?*

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